



STATE OF MICHIGAN
DEPARTMENT OF LICENSING AND REGULATORY AFFAIRS
LIQUOR CONTROL COMMISSION

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In the matter of the request of the)
)
MICHIGAN BEER AND WINE)
WHOLESALERS ASSOCIATION)
CONCERNING VOLUNTARY)
WITHDRAWAL OF CERTAIN BEER)
SOLD BY MOLSON COORS BEVERAGE)
COMPANY USA LLC)

At the June 14, 2022, meeting of the Michigan Liquor Control Commission in Lansing, Michigan.

PRESENT: Pat Gagliardi, Chair
Dennis Olshove, Commissioner
Kristin Beltzer, Commissioner

ADMINISTRATIVE ORDER 2022-05
ORDER AUTHORIZING PAYMENTS TO WHOLESALERS FOR THE DESTRUCTION
OF PRODUCT VOLUNTARILY WITHDRAWN BY MOLSON COORS BEVERAGE
COMPANY USA LLC

Article IV, Section 40, of the Michigan Constitution (1963) permits the Legislature to establish a Liquor Control Commission (Commission), which shall exercise complete control of the alcoholic beverage traffic within this state, including the retail sales thereof, subject to statutory limitations. The Commission has the sole right, power, and duty to control the alcoholic beverage traffic and traffic in other alcoholic liquor within this state, including the manufacture, importation, possession, transportation, and sale thereof, subject to the Liquor Control Code's provisions. MCL 436.1201(2).

Molson Coors Beverage Company USA LLC (Molson Coors), a licensed outstate seller of beer, has recently advised Michigan licensed wholesalers that a large volume of product already delivered to wholesalers does not meet its quality standards. Molson Coors has asked the wholesalers to (1) remove the affected product already in the retail

market; and (2) isolate any affected product in inventory at the wholesaler's warehouse and eventually destroy the affected product.

Molson Coors advised the Commission that approximately 271,000 cases of product (12 oz cans of Coors Light and Keystone Light) in Michigan are affected by this voluntary withdrawal. The Michigan Beer and Wine Wholesalers Association (MBWWA) advised the Commission that the product that has been distributed to retailers has already been removed from the shelves and all the affected product will be removed from the retailer's premises by June 17, 2022. The MBWWA requests that the Commission issue an order regarding payments by Molson Coors to wholesalers for the voluntary retrieval and destruction of the product that does not meet Molson Coors' quality standards.

Accordingly, and to encourage manufacturers and wholesalers to maintain the high quality of alcoholic beverages sold in Michigan, Molson Coors may provide a per case payment to a licensed wholesaler to cover the cost for the voluntary retrieval and destruction of product Molson Coors has requested to be retrieved or not distributed into the retail market because it has determined that the product does not meet its quality standards for sale.

IT IS SO ORDERED.

MICHIGAN LIQUOR CONTROL COMMISSION



Pat Gagliardi, Chair



Dennis Olshove, Commissioner

A handwritten signature in black ink, appearing to read "Kristin Beltzer". The signature is fluid and cursive, with a large initial "K" and a long, sweeping underline.

Kristin Beltzer, Commissioner

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